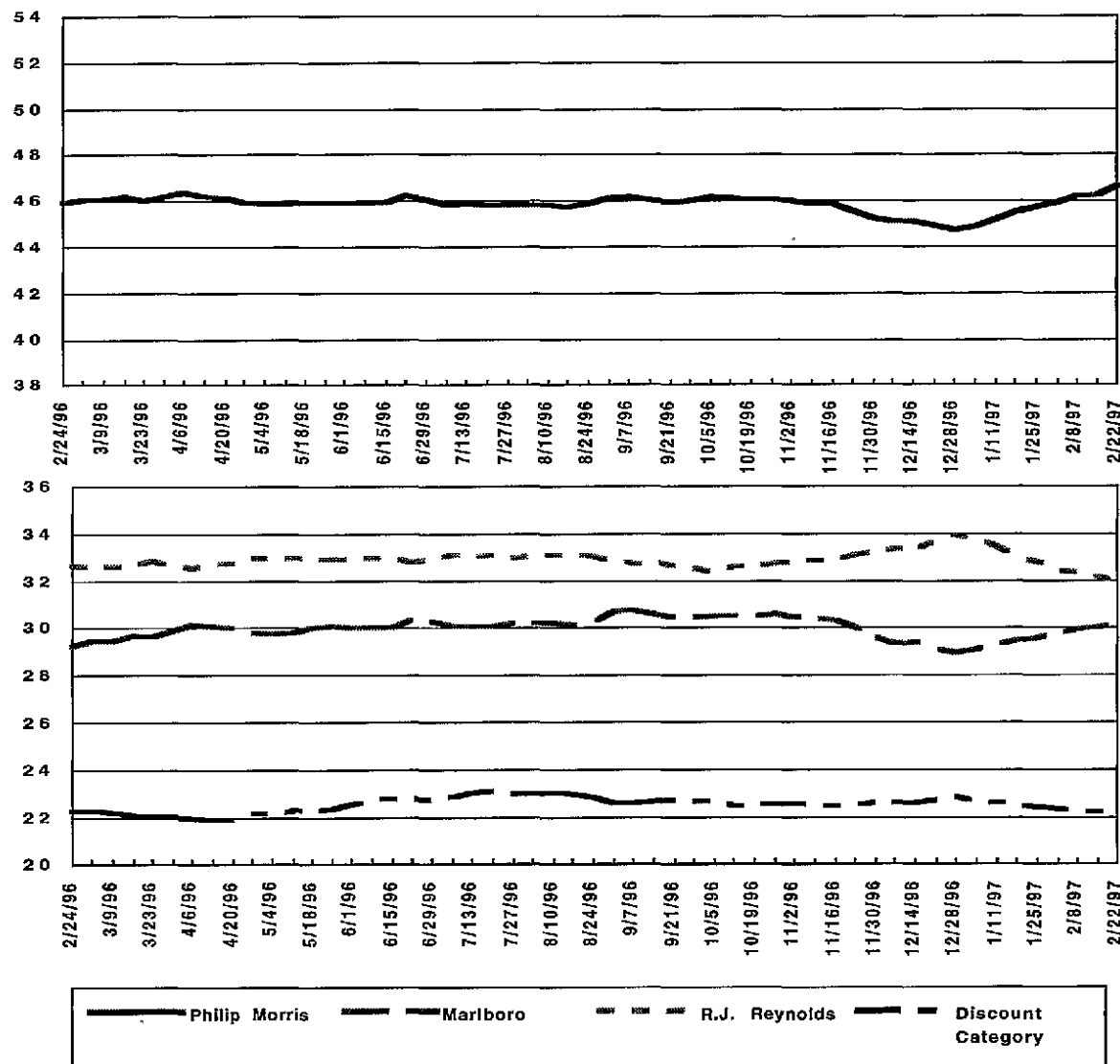


# KROGER THROUGH W/E 2/22/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	46.07	46.63	45.79	47.53	1.74
Marlboro	30.12	30.24	29.92	30.92	0.99
OPB	10.40	10.69	10.31	10.78	0.47
Basic	3.71	3.80	3.62	3.86	0.25
R. J. Reynolds	32.53	31.93	32.99	30.80	-2.18
Camel	5.15	4.96	5.02	5.07	0.05
Winston	6.70	6.51	6.92	6.18	-0.74
Doral	4.55	4.51	4.75	4.14	-0.61
B&W	13.66	13.54	13.79	13.72	-0.07
GPC	2.54	2.54	2.46	2.64	0.18
Lorillard	6.64	6.70	6.56	6.72	0.16
Newport	3.86	3.91	3.69	3.94	0.25
Liggett Group	0.90	0.88	0.81	0.89	0.08
Premium	77.57	77.64	77.43	78.01	0.58
Private Label	6.66	6.48	6.66	6.22	-0.44
Avg Ind CPW	228.79	219.93	239.49	218.08	-21.41
Avg PM CPW	105.40	102.56	109.66	103.65	-6.01
Avg Marl CPW	68.92	66.50	71.66	67.42	-4.24
# of Stores	1935	1929	1939	1922	-17

Source: STARS Store Level Database

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